

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

AMENDMENT TO REGISTRATION STATEMENT

MAR 26 3 47 PM 1969

Pursuant to the Foreign Agents
Registration Act of 1938, as amended.

REGISTRATION SECTION

1. Name of Registrant DOYLE DANE BERNBACH INC.	2. Registration No. 1066
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

☐ To correct a deficiency in☐ To give a 10-day notice of a change in information as required by Section 2(b) of the Act.☐ Initial Statement☒ Supplemental Statement
for September 16, 1968☐ Other purpose (specify) _____☐ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list-

Insert Sheet #1, Exhibits E-1 through E-11, F-1 and F-2, J-1 through J-6, and C-1 through C-4

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

SEE ATTACHED INSERT SHEET.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

Subscribed and sworn to before me at

New York, N.Y.
this 21st 24th day of March, 1969My commission expires March 30, 1969Notary Public State of New York
No. 30-2971625 Qualified in Nassau County
Certificate filed in New York County

Letter dated January 14, 1969 from Internal Security Division of the Department of Justice, Registration Section requests a description of the activities performed by Doyle Dane Bernbach Inc. during the six-month period ending September 16, 1968, as advertising agency for El Al Israel, Ltd., French Government Tourist Office, Jamaica Tourist Board and National Federation of Coffee Growers of Columbia. The activities performed for each of the indicated clients during that period are set forth below:

El Al Israel Airlines

Doyle Dane Bernbach Inc. prepared and placed print advertising for El Al Israel Airlines. This advertising consisted of the planning and execution of consumer newspaper and magazine advertising, trade advertising to travel agents and tour agents and cargo advertising for freight shipments. Samples of advertising prepared during that period are attached and labeled "E 1" to and including "E 11". They advertise the services offered by the airline and as well, the tourist attractions of areas served by said airline.

French Government Tourist Office

Doyle Dane Bernbach Inc. supplied the French Government Tourist Office with advertising services aimed at attracting tourists to metropolitan France and the Caribbean French dependencies. The services included marketing, planning, media and creative implementation of, and placement of advertising to that end. Samples of the kind of advertising prepared for said client are included and labeled "F 1" and "F 2".

Jamaica Tourist Board

Doyle Dane Bernbach Inc. supplied the Jamaica Tourist Board with advertising services including the counseling in all areas pertaining to marketing, sales promotion, planning, media, creative implementation and placement of advertising aimed at attracting tourist traffic to Jamaica. Samples of the advertising prepared for the Jamaica Tourist Board are included and labeled "J 1" through "J 6".

National Federation of Coffee Growers of Columbia

Doyle Dane Bernbach Inc. acted as advertising agency for the Federation, advising them with respect to advertising and marketing plans, and, in addition, created and placed spot television advertising in markets where 100% Colombian coffee is in distribution. Radio advertising was created and placed as a supplement to spot television advertising. In one market, New York, a print advertisement in LIFE magazine was placed. Advertising to the trade was prepared and it ran in coffee-roaster and food store publications. Examples of the advertising are attached and labeled "C 1" through "C 4".